

OMNI - claims

**Walk, Roger A.**

**From:** Solana, Rick P.  
**Sent:** Tuesday, November 06, 2001 2:03 PM  
**To:** Walk, Roger A.  
**Subject:** FW: Vector Press Release & Website on Omni Launch

**Importance:** High

-----Original Message-----

**From:** Desel, Paula  
**Sent:** Monday, November 05, 2001 6:02 PM  
**To:** Beran, Dave R.; Nyffeler, Urs; Alonso, Hector; Solana, Rick P.; Lewis, Jane Y.  
**Cc:** Osborne, Kevin (PMMC Legal)  
**Subject:** FW: Vector Press Release & Website on Omni Launch  
**Importance:** High

FYI. Amy Lenling, our legal analyst, is on the lookout for this material - is there someone in your organization that she could add to her distribution list?

-----Original Message-----

**From:** Lenling, Amy  
**Sent:** Monday, November 05, 2001 5:08 PM  
**To:** Keane, Denise; Whidden, Roger; Desel, Paula; Suter, Eric; Carcich, Claire; Murillo, Joe; Murphy, Virginia; Holleran, Jack; Osborne, Kevin (PMMC Legal); Nelson, Christopher (PMMC); Neidle, Bruce L.  
**Subject:** Vector Press Release & Website on Omni Launch  
**Importance:** High

Below please find a press release from Vector Tobacco announcing that they have launched Omni nationwide today. Vector also has a new website on Omni at <http://www.omnicigs.com/>. According to the website, below are the three "benefits" of smoking Omni cigarettes:

1. Omni has significantly reduced those carcinogens that are the major causes of lung cancer in smokers. Compared to any other cigarette currently on the market, Omni delivers less carcinogens to the smoker. While Omni has not been proven to reduce the health risks of smoking, Omni's reduced carcinogen levels are a logical and important first step. If you smoke, Omni is clearly the best alternative.
2. Omni delivers a premium taste. In taste tests, Omni was found to taste as good as, if not better than, the leading national brand.
3. Omni smokes and burns just like any other premium cigarette. You won't have to adjust the way you smoke (i.e., the way you hold a cigarette, the way you puff, the way you exhale).

Monday November 5, 3:16 pm Eastern Time

Press Release

*SOURCE: Vector Group Ltd.*

**Reduced Carcinogen Cigarette Now Available; Vector Tobacco Launches Omni Nationwide**

NEW YORK, Nov. 5 /PRNewswire/ -- Vector Group Ltd. today introduced Omni, the first reduced carcinogen cigarette that tastes, smokes and burns just like any other premium cigarette. Omni cigarettes are available in select retail stores nationwide and are priced comparable to other

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premium brands. Omni is available in Full-Flavor, Lights and Ultra Lights, in both Kings and 100's.

#### Reductions in Cancer Causing Agents

Omni cigarettes have significant reductions in all four major classes of carcinogens associated with smoking, including PAHs (polycyclic aromatic hydrocarbons), nitrosamines, catechols and organics. These classes of compounds, which the medical community has identified as the major causes of lung cancer in smokers, are reduced by 15 to 60 percent in Omni cigarettes. Omni technology uses a proprietary process in which regular tobacco is treated with a complex catalytic system, thereby significantly reducing the carcinogen levels. Additionally, Omni employs the use of an innovative carbon filter, which reduces harmful organic compounds in smoke, yet has no impact on premium taste.

"We're excited and extremely proud to be launching Omni, the first reduced carcinogen cigarette that we hope will decrease the incidence of tobacco-related diseases, including cancer, in smokers. Our goal is to continue to improve Omni and find ways to significantly reduce other harmful substances in cigarettes," said Bennett S. LeBow, Chairman and CEO of Vector Group. "While there is no such thing as a safe cigarette, we believe that if you do smoke, Omni is the best alternative."

While the complex process developed for Omni significantly reduces the levels of many of the most harmful substances in cigarette smoke, there is a slight increase in NNN (nitrosonornicotine) and an increase in NO (nitric oxide). However, Vector Tobacco is committed to improving on these results and to finding new, innovative ways to reduce other substances as well.

"There is strong scientific evidence that a quantitative relationship exists between the magnitude of exposure to cigarette smoke and toxins and the incidence of cancer and other tobacco-related diseases," said Dr. Tony Albino, Vice President of Public Health Affairs, Vector Tobacco. Dr. Albino, who has over thirty years of experience in cancer research and public health at organizations such as The American Health Foundation and Memorial Sloan Kettering Cancer Center, added, "It is reasonable to expect that Omni will reduce exposure to a number of potent tobacco toxins and quite possibly reduce harm to both smokers and those exposed to second-hand smoke."

#### Reductions in Second-Hand Smoke

Omni cigarettes address health concerns for both smokers and non-smokers by reducing the level of carcinogens in second-hand smoke as well. A 2001 study in the Journal of the American Medical Association highlighted that even short-term exposure to second-hand smoke is a major health risk. Additionally, according to the Environmental Protection Agency, second-hand smoke contains more than 40 substances known or suspected to cause cancer.

"The Centers for Disease Control estimate that nearly 9 out of 10 non-smoking Americans are exposed to environmental tobacco smoke," said James Taylor, Vice President of Marketing and Communications for Vector Tobacco. "That's why we were determined to produce a cigarette that reduces carcinogen levels in both first-hand and second-hand smoke. While Omni has not yet been proven to reduce health risks, its reduced carcinogen levels are a logical and important first step."

About Vector

Wow!  
This is a  
clear exposure  
claim.

Additional  
claim

-S-S!

Vector Tobacco, a subsidiary of Vector Group, is a research and cigarette manufacturing company dedicated to the development and marketing of less hazardous cigarettes.

Vector Group is a holding company that indirectly owns Liggett Group Inc., Vector Tobacco and a controlling interest in New Valley Corporation.

For more information, visit <http://www.omnicigs.com>.